

The DeVry Commons

The Business Need

DeVry Inc. is one of the largest private sector education companies in the world. With over 17,000 employees in locations throughout the U.S., Canada and the Caribbean, DeVry has expanded and transformed in part through acquisitions.

Some challenges they were experiencing were:

- Many new employees were not familiar with, and thus did not feel connected to, the DeVry brand
- Operationally, they had very manual processes which were inconsistent across brands and locations
- There was a general lack of awareness of the many benefits available for all DeVry employees
- Their technology platform didn't support growth plans/realities (i.e. legacy systems, disparate, different business processes, inefficiencies)

“ It can be very hard to find a way to reach employees and make them feel a part of what's going on ... and also informed about what's going on inside DeVry Inc. ”

Deb Maher
Director, HRIS & Benefits

Key Objectives

1. Provide a unified environment for all DeVry employees – a common destination point regardless of business unit, location, geography or technology systems – that would engage the entire enterprise and enable employees to connect and foster relationships with others outside of their primary location.
2. Successfully unify disparate systems.
3. With the achievement of strong engagement levels, drive significant productivity gains through the automation of Human Resource work process.



About DeVry Inc.

DeVry Inc. is a global provider of educational services and one of the largest private sector education companies in the world.

DeVry has many divisions, including: Becker Professional Education, Ross University, Chamberlain College of Nursing, Carrington Colleges, DeVry University, Advanced Academics and DeVry Brasil. DeVry has locations throughout the U.S., Canada, Brazil and the Caribbean.

By the Numbers

Employees	17,000 +
Locations	150
Systems Integrated	8



2009 Platinum 400 List of
America's Best Big Companies



S&P 500

What's in a Name ?

The DeVry Commons – Dating back to Roman times, the phrase “**The Commons**” came to refer to things that were used by all for the common good. It was a shared space within a community where ideas and concepts were freely debated.

The Solution

In order to address their needs, DeVry and **cfactor**® partnered to create The DeVry Commons – a common place for employees to connect, get to know each other and the organization, share ideas and complete day-to-day work activities. Some of the solution highlights include:

- Unified social workforce environment for all DeVry employees – deployed complete with deep integrations so employee demographic and employment data is aggregated.
- Personal profiles.
- DeVry Connections – Full corporate social networking functionality.
- Thanks A Million – Peer endorsements functionality.
- Branded graphical corporate portal environment with personalized affiliate branding for college/division portal areas.
- Full communication capabilities and resources that support DeVry's employee relations/benefits initiatives (i.e. Live Well, healthy lifestyle communities, work-life balance groups, benefits information, etc.).
- Wide range of automated business processes spanning: Onboarding, Compensation, Human Resources Management, Communications, Employee Health, and more.



“ We’ve made one place for everything... a place where everyone could come together, meet each other, get information... and partner with people who have best practices that work in a different part of the company who you would not necessarily get to know. ”

Deb Maher
Director, HRIS & Benefits

The Bottom Line

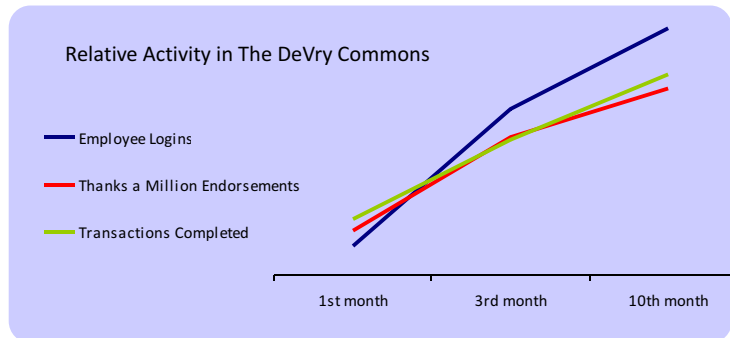
The DeVry Commons has delivered on its mission of unifying people, processes and systems as well as enabling process efficiencies which have resulted in cost savings. In the first 3 months after launch, 42 communities had been requested. Of the established communities, there was a reported average community engagement score of 10; considered 'good engagement' as per the engagement health index. Its Relative Activity remains healthy as indicated by the following metrics:

Within the 1st Month:

- > 85% of employees logged in
- 84,524 Total employee logins
- 1,331 'Thanks a Million' endorsements
- 16,533 employee transactions completed*

By Month 10:

- >96% of employees logged in
- 723,010 Total employee logins
- 5,494 'Thanks a Million' endorsements
- >59,000 employee transactions completed*



*CedarCrestone estimates that moving from manual to electronic processes creates an average yield in productivity gains ranging from 25-75% (depending on the specific transaction in question).

cfactor Works Inc. uses social web technology and strategies to deliver enterprise communication, community and workforce solutions. **cfactor** uniquely connects people, work process, social media and existing technologies to drive new insights and efficiencies – fundamentally transforming how our clients do business. Since its founding in 1999, **cfactor** has been delivering enterprise applications for Global 2000 companies.